

BAM2012: 26th ANNUAL CONFERENCE OF THE BRITISH ACADEMY OF MANAGEMENT

11-13th September 2012, Cardiff University

***** Paper submission will open in January 2012. More details to follow. *****



Management Research Revisited: Prospects for Theory and Practice

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BAM2012 Conference Theme:

Management Research Revisited: Prospects for Theory and Practice

Business and management researchers are increasingly being encouraged to develop new and innovative ways of investigating, understanding and theorizing the practice and performance of management within a fast-moving and challenging global environment. However, in reviewing and evaluating the latest management fads and fashions, we should keep sight of the core principles of, and perspectives on, management research and their value.



Much is made of the uniquely demanding circumstances in which business organizations and their leaders find themselves. However, it can be argued that previous decades provided similar challenges, such as the international conflicts and political instability of the 1960s, the financial crises of the 1970s, and the early impacts of globalization in the 1980s. Management theorists of the time, such as Mintzberg and Pfeffer, offered valuable insights and explanations but also highlighted the paradoxes and contradictions associated with managing in such turbulent times. Many of their arguments remain valid today and would seem to have clear relevance to the discussion of contemporary issues, ranging from identity and corporate social responsibility to strategy as practice, and the development of high-performance work systems.

There is also a need to respond to repeated calls for the renewal of management education and practice. At a time when management may be associated with corporate greed and unethical behaviour, it seems highly appropriate to return to the fundamentals of management theory and re-consider the merits of ideas and principles proffered many



years ago in equally challenging times.



As a city, Cardiff provides the perfect location for these important reflections on management research. Situated in South Wales and shaped by the region's strong industrial heritage and political devolution to Wales in 1999, Cardiff has developed into a thriving and cosmopolitan European capital city. Furthermore, Cardiff has a long tradition of management research as its university is home to Cardiff Business School - a business and management school with a vibrant research culture and a reputation for world-class scholarship. Both the City of Cardiff and Cardiff Business School look forward to welcoming you to Cardiff in 2012.